

## **Charles A. Perkins, Ph.D.**

### **EDUCATION**

Ph.D., The George Washington University 1989

M.B.A., University of California, Berkeley 1979

B.S., United States Naval Academy 1971

Program for Management Development (Four month residential), Harvard Business School 1988

### **LEADERSHIP EXPERIENCE IN ACADEMIC INSTITUTIONS**

#### **Point Park University, Pittsburgh, PA, 2007-Present**

*Provost and Vice President for Academic Affairs 2007-2010*

*Professor of Business 2007-Present*

Led the Academic operations of the University, responsible to the University President for daily University operations. Acted for the President when he was away from the University.

As the Chief Academic Officer for the University, provides academic programs for nearly 4,000 students in day, evening, Saturday and satellite programs. Responsible for: curriculum; faculty evaluation; the promotion and tenure process; academic program development and all assessment activities.

Coordinates with the Enrollment and Student Affairs Offices to recruit, retain and graduate students from all the University's programs.

Established a new School of Communication

Implemented a comprehensive University-wide assessment program

Selected three of the University's four School Deans;

Obtained state approval for the college to offer new graduate degrees;

Revamped the Honors Program and established four new academic undergraduate majors;

Increased Freshman retention from 73% to 78%;

Increased the proportion of terminally-qualified faculty;

Oversaw an increase in enrollment from 3,600 to over 4,000

Led the implementation of a comprehensive Strategic Planning process

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**Alvernia College, Reading, PA, 1997-2007**

*Sabbatical Leave*

*Provost and Executive Vice President*

*Vice President and Dean of Academic Affairs, Chief Operating Officer*

*Professor of Business Administration*

Served as the Chief Operating Officer for the College, responsible to the College President for daily operations. Acted for the President when he was away from the College.

Served as the Chief Academic Officer for a College, providing academic programs for 2,800 students in day, evening and satellite programs. Responsible for: curriculum; faculty evaluation; promotion and tenure process; and academic program development and review.

Chief accomplishments in cooperation with the Faculty and Campus Community include:

- Worked with the faculty leadership to reorganize Academic Affairs into two Divisions;
- Established a separate Academic Division for Graduate and Continuing Studies students;
- All senior Academic Administrators and Deans were drawn from the faculty;
- Obtained state approval for the college to offer Masters Degrees in Business, Education, Occupational Therapy, Community Counseling, and Liberal Studies;
- Initiated and obtained state approval for a Ph.D. degree in Leadership;
- Created freshman linked classes and freshman only classes to focus on their college transition;
- Established an Honors Program and four new academic undergraduate majors;
- Designed and implemented a successful faculty evaluation system;
- Designed and implemented a successful faculty salary equity program;
- Increased Freshmen retention from 64% to 80%;
- Revised the academic program for students conditionally admitted to the College;
- Increased the proportion of terminally-qualified faculty from 46% to over 70%.

Supervised the Enrollment Management operations of the College. With the admissions and financial aid staffs, developed an enrollment management plan that resulted in a substantial increase in full-time enrollment and significant increases in graduate and evening/weekend enrollment.

Supervised the Student Affairs Activities of the College. Works with the Residence Life, Student Activities, Counseling Services, Health Services, Career Services, and Student Judicial Processes.

Assumed the role of Chief Financial Officer of the College for two periods upon the resignation of the Vice President for Administration. Supervised the Controller, Director of Business and Contract Management, and Director of Facilities Management.

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Chief Accomplishments in Business and Financial Management:

- Established a comprehensive facilities improvement plan and obtained funding;
- Improved the contracting operations of the College;
- Provided executive oversight of the major building program undertaken by the College;
- Implemented a comprehensive Technology Plan for the College;
- Negotiated along with Albright College a contract for comprehensive data management system.

**Missouri Western State College, St. Joseph, MO, 1991-1997**

*Dean, Division of Professional Studies*

*Chairperson, Department of Business & Economics*

*Associate Professor of Business*

Led a division comprised of seven academic departments providing academic programs for approximately 3,800 student majors.

Recommended all personnel actions, including employment, evaluation (including merit awards), tenure/promotion and professional development support for faculty.

Supervised and evaluated the academic program delivery in the Business/Economics, Education, Criminal Justice/Legal Studies, Nursing, Engineering Technology, Military Science and Health/Physical Education/Recreation departments.

Served as the College's chief academic business representative maintaining active participation in the Chamber of Commerce as both an officer and a board member.

Participated in capital campaign demonstrating to local business the benefits Missouri Western brought to the economic health and vitality of the community. Prepared case statements for use in the campaign, and made personal calls on prospective donors.

Joined Missouri Western State College as the Chairperson of the Business and Economics Department and Associate Professor. Led twenty-two full-time faculty across the business disciplines.

**U. S. Naval Academy, 1992-1985**

*Acting Assistant Dean for Faculty and Finance, Financial Manager for the Division of Mathematics and Science, Associate Chairperson Economics Department*

Held multiple assignments at the Naval Academy involving budgeting and faculty affairs. Appointed Vice Chair of the reaccreditation self-study.

Awarded the *Clements Award* as the outstanding military educator. This award recognizes the total commitment of the military faculty member to the overall development of Midshipmen at the Naval

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Academy.

## **ACADEMIC TEACHING EXPERIENCE**

Point Park University, Professor of Business. *Courses Taught:* Introduction to Business, Principles of Marketing, Marketing (Graduate MBA), Strategic Planning.

Alvernia College, Professor of Business. *Courses Taught:* Freshman Honors Seminar, Honors Seminars, Leadership and Ethics, Macroeconomics, Microeconomics, Communications and Speech, Strategic Management (Graduate and Undergraduate), Executive Leadership and Moral Leadership (Graduates Course in MBA and Executive Medical MBA).

Missouri Western State College, Department of Business and Economics: Associate Professor and Chairperson. *Courses Taught:* Management Information Systems, Principles of Management, Business Policy, Production & Operations Management, International Marketing, Business Communications, Small Business Management, Introduction to Business and Honors Research.

United States Naval Academy, Department of Economics: Associate Chair and Assistant Professor, Department of Computer Science: Instructor. *Courses Taught:* Financial Management, Cost Accounting, Public Finance, Intermediate Microeconomics, Senior Seminar.

American University, Department of Public Administration: Adjunct Professional Lecturer. *Courses Taught:* Cost and Pricing Analysis (Graduate Course), Services Administration (Graduate Course).

George Washington University, Department of Marketing, and Logistics/Operations and Materials Management: Adjunct Assistant Professor. *Courses Taught:* Purchasing Management, Logistics Management, Contract Administration, and Transportation (Graduate and Undergraduate), Physical Distribution (Undergraduate).

## **ACADEMIC SERVICE**

Middle States Committee on Substantive Change Approval, 2005- present

Periodic Review Report Evaluator, Summer – Fall 2009

Team Chair, Fall 2003 Middle States Follow-up Visit to Felician College

Team Member; Spring 2005 Middle States Reaccreditation Visit to Universidad del Este

Team Member; Spring 2003 Middle States Reaccreditation Visit to Dowling College

## **RESEARCH FELLOWSHIP**

The Defense Acquisition Fellowship consisted of the four month Program for Management Development at the Harvard Business School and eight months of academic research regarding integrating quality into military acquisition practice. As part of the project, several successful major programs from the commercial sector were visited and analyzed. A monograph entitled Using

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Commercial Practices in Defense Acquisition was published.

## **MILITARY CAREER HISTORY**

Completed a successful twenty-year career as a Navy Supply Officer retiring with the rank of Commander. In addition to academic positions (discussed earlier), significant assignments included: Senior Procurement Analyst, Office of the Secretary of the Navy; Business Financial Manager and Logistics Technical Director, Strategic Submarine Program; Director, Joint Personal Property Shipping Office, Pearl Harbor, Hawaii; Logistics Officer, Staff of the Commander, U S Pacific Fleet; Supply Officer, USS DuPont.

## **SELECTED PROFESSIONAL CONSULTING**

Residency Recruitment Project. The Reading Hospital and Medical Center, April 2004 – June 2006. Developed a Comprehensive Recruitment Plan for three Graduate Residency Programs.

Berks County Medical Society Developed a Strategic Planning and Tracking Process for the Society. April – October 2005.

College Misericordia, Dallas, PA. Developed a Student-Learning Outcomes Assessment Program to assist the College in achieving Middle States accreditation requirements. August 2005 – February 2006.

Hilbert College, Hamburg, NY. Assisted in the Development of an Assessment Based Core Curriculum. March-August 2004.

## **PUBLICATIONS AND SCHOLARLY ACTIVITIES**

### **Publications**

"Quality Management Systems: Alternative Approaches To Integrating Quality Factors In Purchasing and Material Management," Production and Inventory Management, Winter 1993. With Dr. James Perry, George Washington University.

"Operationalizing Quality Considerations In The Purchasing Process: A Recommended Approach," International Journal of Purchasing and Materials Management, Winter 1992. With Dr. James Perry - George Washington University.

"Quality Perception: A Comparison Between the Navy and Commercial Environment," The Naval Engineer Journal, January 1990.

Joint Report with Sweeny and Spenser, Using Commercial Practices in Defense Acquisition. (DSMC: Fort Belvoir VA, 1989).

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"The Challenge is to Motivate," Shipmate. April 1985.

### **Lectures and Conference Presentations**

“Gaining Administrative Support for Undergraduate Research through the Strategic Plan of the Institution” Council on Undergraduate Research Annual Meeting, College of New Jersey, June 24, 2012, Ewing, NJ

“Military Downsizing Following Iraq and Afghanistan” Presentation with West Point Faculty at Kutztown University, May 1, 2012, Kutztown, PA

“Should a Leader Follow a Compass or a Weathervane” ILA 2010 Annual Global Conference, October 28, 2010, Boston, MA

“The Importance of the Strategic Plan in Accreditation – Linking Institutional Assessment” 2010 Eastern Association of College and University Business Officers Annual Meeting, October 11, 2010, Washington, DC

“Advisors as Key to Systematic Retention Effort: Two Alternative Models” NACADA Annual Conference, October 4, 2010, Orlando, FL (Co-presented with Dr. Jim Thomas and Dr. Kelli Mathews)

“Retaining Focus on Academic Excellence in a Challenging Economic Environment” The 96<sup>th</sup> Annual Meeting of the Association of American Colleges and Universities, January 2010, Washington, DC (Co-presented with Dr. Anne Skleder)

“Justifying Investment in Retention Efforts Based Upon their Return on Investment” The Fifth Annual National Symposium on Student Retention, October 2, 2009, Buffalo, NY

“Summers that Count: Campus-Community Partnerships to Position at-Risk Students for Success” Community Engagement and Metropolitan Universities Conference, CUMU, October 22, 2007, Baltimore, MD (Co-presented with Dr. Anne Skleder and Ileana Torres-Young)

“Understanding Financial Statements,” National Association of Educational Procurement, Regional Meeting, September 27, 2007, Harrisburg, PA

“Making a Strategic Plan a Useful Management Tool,” Society for College and University Planning, Annual Meeting, July 10, 2007, Chicago, IL

“From Whence Political History: The Perceptual, Demographic, Ideological and Constructive Basis of Presidential Evaluations,” Social Science History Association 2006 Annual Meeting, November 2-5, 2006, Minneapolis, MN (Chairing the Session).

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“Answering the Questions: What every CFO should ask the CAO,” Eastern Association of College and University Business Officers, March 24, 2006, Providence, RI (Co-presented with Dr. Anne Skleder).

The CAO and the Budget Workshop,” CIC Annual Institute for Chief Academic Officers, November 7, 2005, San Antonio, Texas (Co-presented with James Lasko).

“Financial Management Workshop,” CIC Annual Institute for Chief Academic Officers, November 1, 2004, San Francisco, California. (Requested Repeat of Previous Year) (Co-presented with Carole Coleman).

“Program Review and Course Review: Faculty-driven Processes for Outcomes Assessment” 2004 Annual Conference of the Middle States Commission on Higher Education, December 5-7, 2004, Philadelphia, PA. (Co-presented with Dr. Anne Skleder, Ms Eileen Tutak, and Ms. Lana S. Baron).

“Assessing Liberal Learning: A Syllabus Audit Approach,” American Association of American College Universities 2004 Annual Meeting, January 23, 2004, Washington, DC. (Co-presented with Dr. Anne Skleder and Erin Newberg).

“Did You Know? Questions Every CFO Should Ask About Academics, Enrollment and Retention and Institutional Research,” Eastern Association of College and University Business Officers, November 4, 2003, Baltimore, Maryland. (Co-presented with Dr. Anne Skleder and Carol Munn-Donkin).

“What Does it Cost to Retain a Student? Modeling the Financial Value of Retention Programs,” Eastern Association of College and University Business Officers, March 2003, New York, New York. (Co-presented with Dr. Anne A. Skleder and Erin Ebersole).

“One Student: One Team for Academic and Personal Support,” The College Board 2003 Middle States Regional Meeting, Atlantic City, NJ, February 14, 2003. (Co-presented with Dr. Anne Skleder, Dean Dolores Bertoti, and Dean Sarah Remy).

“Creating a Catholic Culture in Higher Education,” Philadelphia Mission Consortium, Villanova, PA, September 26, 2002. (Co-presented with Sister Rosemary Stets and Dr. Anne Skleder).

“Using a Task Order Contract to Gain Better Control over Services Delivered,” National Association of Educational Buyers, Las Vegas, NV, April 3-6, 2002. (Co-presented with Ms. Carol Munn-Donkin).

“The Impact on College General Education Curriculum of High School Based College Credit Courses,” College Board Middle States Regional Meeting, February 13-14, 2002. (Co-presented with Dr. Anne Skleder, and Professor Jodi Radosh).

“The Role of Women in the Leadership of Higher Education: Is it Changing?” 2002 Annual Meeting of the Association of American Colleges and Universities, Washington, DC, January 23-26, 2002. (Co-

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presented with Dr. Anne Skleder).

“Building Faculty Buy-In for Institutional Change,” 2002 Annual Meeting of the Association of American Colleges and Universities, Washington, DC, January 23-26, 2002. (Co-presented with Dr. Anne Skleder and Professor Karen Thacker).

“Outsourcing the Human Resources Function,” Eastern Association of College and University Business Officers Workshop, Boston, MA, March 8-9, 2001. (Co-presented with Ms. Carol Munn-Donkin).

“Gaining Faculty Buy-In for Proposed Changes,” Eastern Association of College and University Business Officers Workshop,” Boston, MA, March 8-9, 2001. (Co-presented with Dr. Anne Skleder).

“Changing the Liberal Arts Core Curriculum to One Primarily Based in the Upper Division,” 2001 Annual Meeting of the Association of American Colleges and Universities, New Orleans, LA, January 17-20, 2001. (Co-presented with Dr. Anne Skleder and Dr. Gerald Vigna).

"Contracting Out for Computer Services," 1998 Computers on Campus Conference, Myrtle Beach, SC, November 6-9, 1998.

"Encouraging Partnerships Among Business, Colleges, Community Colleges, Area Vocational Technical Schools, and High Schools," Building Bridges for Missouri's Future Conference, Osage Beach, MO, November 17-19, 1996.

"Recognizing Technology as Scholarship for Faculty Promotion and Tenure," 1996 Computers on Campus Conference, Myrtle Beach, SC, November 10-13, 1996.

"Managerial Attitudes and the Glass Ceiling," Symposium on Race and Gender, St. Joseph, MO, February 12, 1996. Cooperative Student Research Project.

"Motivating and Leading Faculty to Embrace Technology," Computers on Campus National Conference, Houston, TX, November 12-15, 1995.

"Low Cost High Impact International Programs," AACSB Midwest Business Deans Meeting, Puerto Vallarta, Mexico, November 7-9, 1995.

"Facilitating the Introduction of Technology into the Classroom," Teacher Education Council of State Colleges & Universities Conference, Denver, CO, October 6-8, 1994.

"Overcoming Barriers to Contracting with the Federal Government," 77th Annual International Purchasing Conference, Orlando, FL, May 3-6, 1992.

"Changing the Competitive Equation," 6th Annual Procurement Conference, University of San Diego,



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San Diego, CA, November 8-9, 1991.

"Applying Quality in Purchase Source Selections," 76th Annual International Purchasing Conference, San Francisco, CA, May 5-8, 1991.

"Understanding Structural, Legal and Attitudinal Impediments to Improvement of the Federal Contracting Process," NCMA/DSMC 1991 Acquisition Research Symposium, Arlington, VA, June 4-6, 1991.

"Using Existing Quality Information in Acquisition Decision-Making," NCMA/DSMC 1991 Acquisition Research Symposium, Arlington, VA, June 4-6, 1991.

"Integrating Quality Systems Reporting Into Purchase Decision-Making," 1990 National Purchasing/Materials Management Research Symposium, Lehigh University, Bethlehem, PA, October 26-27, 1990.

"Operationalizing Quality Considerations in the Purchasing Process: A Recommended Approach," The 75th Annual International Purchasing Conference, New Orleans, LA, May 2, 1990.

"Competing for Quality," NCMA/DSMC Acquisition Research Symposium, Washington, DC, October 1989.

"Quality Perspective," 1989 ASNE Logistics Conference, ASNE Logistics Conference, Harrisburg, PA, February 1989.

"Profitability of Defense Firms," Department of Defense Economics Conference, U. S. Military Academy, West Point, NY, October 1985.